

APPENDIX F

RBH Hospitality Management

**Proposed Hotel Scheme,
Thames Side Promenade, Reading**

Car Park Management Plan

July 2019

Contents

1	INTRODUCTION.....	1
	This Report	1
2	LOCAL CAR PARKING OPPORTUNITIES	3
	Local On-Street Parking Arrangements	3
	Public Car Parks in Reading.....	3
3	HOTEL CAR PARKING ARRANGEMENTS	5
	Car Park Arrangements	5
	Allocation of Car Parking Spaces.....	6
4	MANAGEMENT AND ENFORCEMENT	8
	Guest Notification	8
	Management of Car Parking Spaces	9
	Enforcement of Car Parking	9
5	MONITORING AND REPORTING	11

Figures

Figure 1	- Strategic Site Location Plan
Figure 2	- Local Site Location Plan
Figure 3	- Public Car Parks in Reading Plan
Figure 4	- Example Car Parking Signage Drawing

Appendices

Appendix A	- Controlled Parking Zone Plan
Appendix B	- Car Park Layout Plan

1 INTRODUCTION

- 1.1 Vectos have been retained by RBH Hospitality Management to provide transport advice in relation to the proposed development of a Hotel on land currently in use as a private car park on Thames Side Promenade in Reading. The local authority is Reading Borough Council (RBC). The location of the site is shown in **Figure 1**.
- 1.2 The site is situated to the north-west of Reading Town Centre, on the western side of Thames Side Promenade, accessed via Richfield Avenue. Reading Rail Station, situated immediately to the north of Reading Town Centre, is just 1.1km walk from the site. The site is surrounded predominantly by a mix of residential and commercial uses with leisure facilities located nearby along the Thames Path.
- 1.3 The site currently comprises a private car park on the western side of Thames Side Promenade, associated with the neighbouring Crowne Plaza hotel.
- 1.4 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel and the existing Crowne Plaza hotel.
- 1.5 The hotel will provide some on-site facilities for the use of hotel guests including a breakfast room and fitness room. The proposed hotel will not provide any ancillary facilities to non-guests.
- 1.6 This Car Park Management Plan (CPMP) has been prepared to support the submission of a planning application for a new hotel however as the parking provision at the Crowne Plaza hotel will be reduced, this CPMP is applicable to both hotels. The management of both hotel groups have agreed to this arrangement and are committed to a joint approach to managing and implementing this CPMP.

This Report

- 1.7 This Car Park Management Plan (CPMP) sets out the strategy for the management of the 118 car parking spaces which will be shared between the end occupier of the proposed hotel and the Crowne Plaza (and associated ancillary uses such as leisure centre and restaurant).

- 1.8 The CPMP provides guidance and assurance to the hotel occupiers and RBC on how issues concerning the car parking will be avoided and / or resolved.
- 1.9 This CPMP is the responsibility of the occupiers of both the proposed hotel and the Crowne Plaza and will be subject to frequent monitoring to ensure the parking demands of the site are being met in balance with the desire to encourage sustainable travel modes to the site, where possible.
- 1.10 The remainder of this Car Park Management Plan is structured as follows:

Section 2 – Local Car Parking Restrictions

Section 3 – Proposed Hotel Car Parking Arrangements

Section 4 – Management and Enforcement

Section 5 – Monitoring and Reporting

2 LOCAL CAR PARKING OPPORTUNITIES

- 2.1 The site is situated on the western side of Thames Side Promenade and is accessed from Thames Side Promenade, approximately 2.0km to the north of Reading Town Centre. Access to Thames Side Promenade is taken via the northern side of Richfield Avenue.
- 2.2 The location of the site in relation to Reading Town Centre and surrounding areas can be seen in **Figure 1** and **Figure 2**.

Local On-Street Parking Arrangements

- 2.3 Thames Side Promenade is not within a Controlled Parking Zone (CPZ) however it is subject to double yellow line parking restrictions with the exception of a short section (approximately 10m in length) of on-street parking outside the Public Toilets which permits 30 minutes of free parking outside of 08:00-18:30 Monday to Saturday with no return within 30 minutes.
- 2.4 In the vicinity of the site, Richfield Avenue has double yellow line parking restrictions with any car parking off Richfield Avenue being associated with private premises.
- 2.5 Caversham Road is situated in Controlled Parking Zone (CPZ) '03R'. A map showing the extent of CPZ 03R is shown in **Appendix A**. Within the CPZ, resident parking permits need to be displayed between 08:00-20:00, seven days a week.
- 2.6 Caversham Road also has a mixture of double yellow lines and time restricted bays. These are predominantly situated along the frontage of the retail units.
- 2.7 No opportunities exist nearby for on-street overnight parking without a resident's permit.

Public Car Parks in Reading

- 2.8 Public car parks provide guests with an alternative to on-site car parking in a secure car park over-night.
- 2.9 Pay and Display car parking is available in the public car park at Thameside Promenade immediately to the north of the proposed site. This car park applies parking charges between 09:00-17:00 Monday to Friday excluding bank holidays. The car park is in operation 24 hours a day and allows for two hours free parking with no return within one hour. A maximum of

seven hours parking is permitted at a cost of £2.50. This car park provides 65 car parking spaces and one motorcycle parking space.

- 2.10 Pay and Display car parking is also available at the public car park at the Rivermead Leisure Centre which provides 515 car parking spaces and operates 24 hours a day. The first three hours parking is free and 24 hours of parking costs £5.00. Parking is chargeable throughout the day and night.
- 2.11 It has been demonstrated in the Transport Assessment which supports the planning application that there is sufficient capacity in the above public car parks (which are located within 400m walking distance of the site) to accommodate any potential overspill of car parking demand during peak periods.
- 2.12 **Figure 3** displays some of the other nearby public car parks in Reading within a reasonable walking distance of the hotel site (approximately 1.0km walking distance is considered to be the point beyond which a person carrying luggage would not travel on foot) with the address and site details for the public car parks summarised below in **Table 2.1**.

Table 2.1: Public Car Parks in Reading

Name	Walking Distance from Hotel	Postcode	Opening Hours	Total Number of Spaces	Daily Rate (24 hours)* £
NCP Garrard St	1,100m	RG1 1NR	24hr / Day	918	£23.00
Reading Station MSCP	850m	RG1 8BT	24hr / Day	1600	£25.00
RBCCattle Market	1,100m	RG1 7HN	24hr / Day	90	£7.00
RBC Kings Meadow	1,100m	RG1 8DF	24hr / Day	95	£9.00

* =Correct at Time of Writing

- 2.13 Car parking on-site will be reserved for guests who have pre-booked a parking space with any additional demand for car parking being directed towards a public car park in Reading, including those listed above. This is discussed later in the report.

3 HOTEL CAR PARKING ARRANGEMENTS

- 3.1 The car park lies within the redline boundary of the site which will be occupied by the proposed hotel but the car park will be shared amongst the guests / staff of the proposed hotel in addition to the guests / staff of the Crowne Plaza hotel, health club, spa and restaurant users.
- 3.2 The site will provide two separate car parking areas, one to the north of the hotel building and one to the south. The northern car park will provide 50 parking spaces in a parallel arrangement and the southern car park will provide 68 parking spaces (including 6 disabled parking spaces) in a clockwise circulatory layout.
- 3.3 Each car park will provide a single two-way access point for vehicular traffic, with access taken from Thames Side Promenade. All vehicles will enter and exit the site in forward gear.
- 3.4 A plan showing the layout of the car park is shown in **Appendix B**.

Car Park Arrangements

- 3.5 The hotel will replace a section of the private car park currently used by staff and guests of the Crowne Plaza hotel. This car park currently provides 200 car parking spaces and following the construction of the proposed hotel, this car park would then provide 118 car parking spaces in total.
- 3.6 The southern car park has a clockwise circulation layout with the northern car park having a simple parallel bay layout with two-way access.
- 3.7 6 disabled car parking spaces will be provided within the car park.
- 3.8 It is the intention of the developer to share the use of these car parking spaces between both the proposed hotel and the Crowne Plaza hotel. It is worth noting at this point that the Crowne Plaza hotel provides ancillary facilities which non-guests can access including meeting room / wedding venue hire, restaurant, health club and spa facilities.
- 3.9 As the site is located in an accessible part of Reading by non-car modes of transport, both hotel occupiers will encourage sustainable travel choices through their companies' website, over-the-phone bookings and the Travel Plan which has been prepared for staff and guests at the hotels.

- 3.10 For instances where public transport or walking / cycling is not a feasible option for guests, they will be informed in advance of arriving at the hotels of the limited quantum of on-site parking and that a car parking space must be reserved at the time of their booking, and no parking is available on the day of arrival unless previously booked and confirmed by the hotel's management. Both hotels will advise guests that parking enforcement is in place and those guests who have not reserved a parking space will be directed to nearby public car parks.
- 3.11 The northern and southern car park within the development site and the car park immediately outside the Crowne Plaza hotel will be managed as a whole and this is outlined in greater detail later in this report.

Allocation of Car Parking Spaces

- 3.12 The northern and southern car parks will provide 118 car parking spaces for the use of the two hotels, restaurant and health club guests.
- 3.13 At present, the Crowne Plaza hotel provides 122 bedrooms with 22 car parking spaces surrounding the hotel's main entrance, along the hotel's southern boundary with Richfield Avenue. This parking arrangement will not be amended as part of the proposed hotel scheme on the car park site and these 22 spaces will remain in use for guests of the Crowne Plaza hotel and users of meeting room, restaurant and health club.
- 3.14 In relation to the subject site, the new hotel proposes 132 bedrooms which will result in a loss of parking spaces from the existing arrangement to now provide 118 car parking spaces. Including the 22 car parking spaces provided at the Crowne Plaza, the total number of car parking spaces available to the two hotels, restaurant and health club is 140 car parking spaces.
- 3.15 The site is situated within Zone 2 of RBC's zonal car parking standards which relates to a maximum car parking standard of 0.5 spaces per bedroom and when both hotels are considered as a single entity, the maximum number of car parking spaces which can be provided is 127 spaces for the hotels.
- 3.16 The parking demand for the non-guests uses at the Crowne Plaza hotel will not be impacted as a result of the proposed hotel as the reduction in car parking will only be applicable to the Crowne Plaza hotel guest parking allocation. This is achieved by the introduction of the

advance car parking booking system for hotel guests at both hotels and the remaining spaces will continue to be available to non-guest uses such as the restaurant and health club and wedding venue. This will be enforced with on-site parking enforcement (on-the-spot parking fines) and managed through the Car Park Management Plan.

- 3.17 Restaurant and health club users will be assigned 20 car parking spaces. 58 car parking spaces will be provided for the use of Crowne Plaza hotel guests and 62 car parking spaces will be provided for the use of the guests of the proposed hotel.
- 3.18 The above allocation of spaces is considered to be a logical approach and this will be reviewed on an annual basis in line with the monitoring of this report.
- 3.19 Staff of the Crowne Plaza and proposed hotels will not be permitted to park on-site and suitable measures will be implemented via the Travel Plan which will support staff travel by sustainable modes.
- 3.20 Sustainable travel choices will be promoted amongst staff and guests at the hotels at the point of booking which will also outline that car parking is not guaranteed. This is discussed further in the Travel Plan which supports both hotels.

4 MANAGEMENT AND ENFORCEMENT

- 4.1 The responsibility for this CPMP is that of the proposed hotel occupier, the Crowne Plaza hotel and health club / restaurant management. Frequent correspondence between these parties will ensure the needs of all guests / staff is being met. Staff will be made aware of the limited car parking available at the site during their induction training in order to inform guests and that staff parking on-site is not permitted.
- 4.2 This document is considered to be a 'live' document which will benefit from regular updates to ensure the car park is being utilised fully and in the most efficient manner.
- 4.3 Accordingly, the management and enforcement principles established in this report are considered suitable for the site's expected operations for the first 12 months and will be subject to continuous monitoring during this initial opening period. Following the proposed hotel's first full year of operating, a thorough review of the CPMP will be undertaken amongst all parties to ensure they are satisfied with the operation of the car park.

Guest Notification

- 4.4 As the site is located in an accessible part of Reading by non-car modes of transport, the hotel occupiers will encourage sustainable travel choices through the companies' website, over-the-phone bookings and the Travel Plan which has been prepared for staff and guests at the hotels.
- 4.5 For instances where public transport or walking / cycling is not a feasible option for guests, they will be informed in advance of arriving at the hotels of the limited quantum of on-site parking and that a car parking space must be reserved at the time of their booking, and cannot be guaranteed. Furthermore, guests will be advised that enforcement penalties are in place for vehicles parked on-site which have not reserved a parking space.
- 4.6 The hotels' website will provide sustainable travel information, in addition to links to websites for public car parks in Reading. If a guest insists on driving to the hotel and not making use of the nearby public car parks, the hotels' website will include a section where guests must indicate that they require a car parking space for the duration of their stay.

- 4.7 Similarly, if a guest books by phone or in person, they will be provided with the same information as the website and will be encouraged to use sustainable modes of transport or public car parks nearby.
- 4.8 In a similar manner to their room booking, guests will be requested to provide arrival and departure times from the site in order to provide the hotel management with the information necessary to co-ordinate the efficient use of the car park.

Management of Car Parking Spaces

- 4.9 Once a car parking space has been reserved with a guest booking for either hotel, the manager responsible for assigning guests with rooms will co-ordinate the demand for car parking spaces on a daily basis. This could comprise a simple ledger or diary in which the car parking spaces are marked in once a reservation is made, typically a few weeks in advance of the intended stay.
- 4.10 In the event that the predicted demand for car parking exceeds the availability on-site, the manager will contact the guest as far in advance as possible to advise them that they do not have access to a car parking space and they should make alternative travel / parking arrangements at local public car parks.
- 4.11 As stated previously, the restaurant and health club users will be provided with 20 car parking spaces which are shared amongst both uses. This flexible approach benefits both land uses as they experience different peak periods.

Enforcement of Car Parking

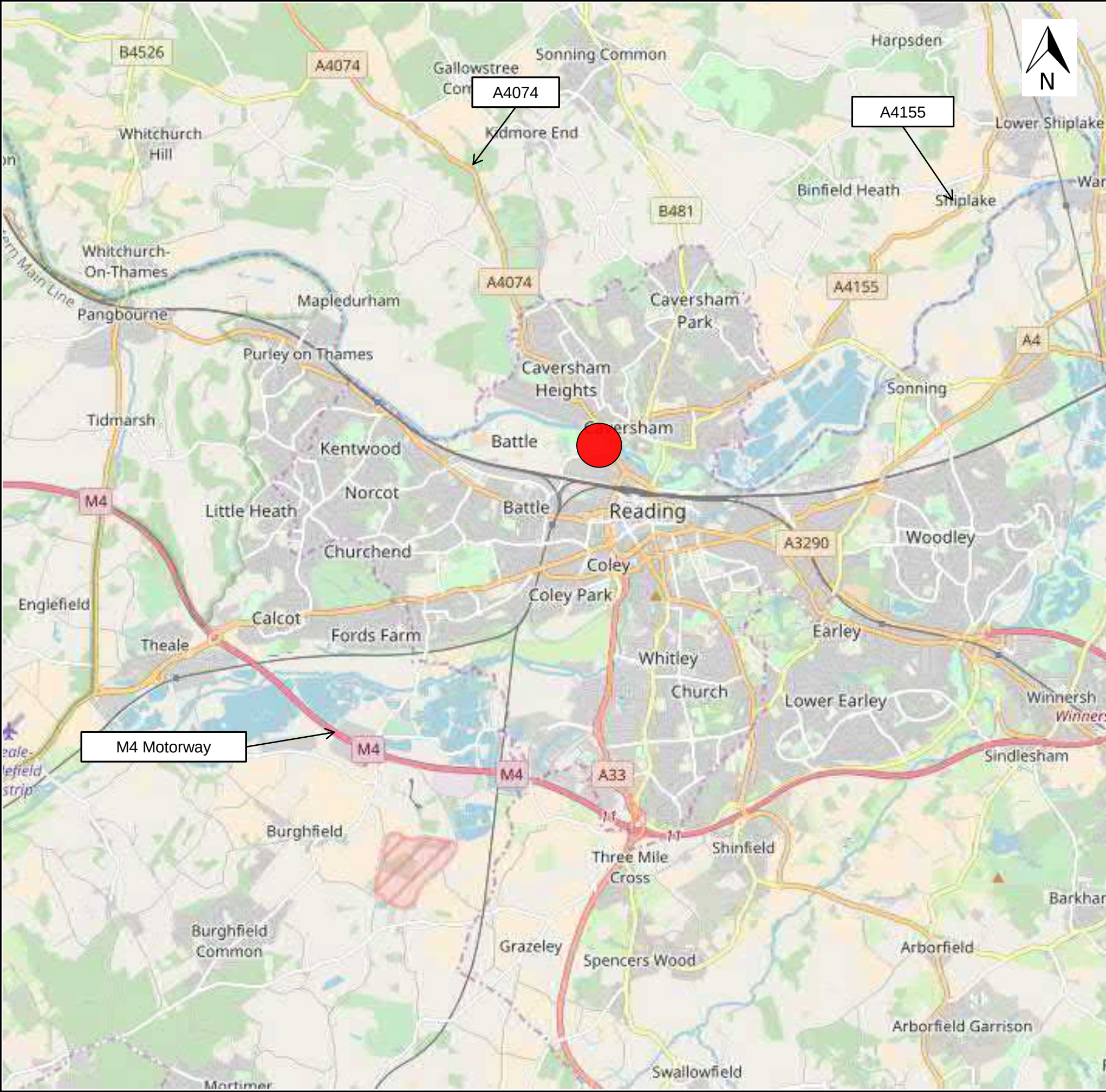
- 4.12 Signage will be provided within the car park stating that the car park is solely for the use of guests who have reserved a car parking space. Users of the health club and restaurants will not be guaranteed a parking space and these will be on a first-come-first serve basis. The signage will be positioned in a prominent location which is visible from Thames Side Promenade to deter members of the public parking on-site.
- 4.13 As a minimum, the signage will state that the car park is for the use of hotel guests only providing they have reserved a space in advance and users of the health club and restaurant. Signage will also outline that the car park is monitored at all times and enforcement will be at the discretion of the hotel management.

- 4.14 An example of typical signage which could be provided at the site is shown in **Figure 4**.
- 4.15 The car parking spaces will be labelled in such a manner that guests can easily locate their designated parking space, as previously determined by the hotel management.
- 4.16 Guests who have not reserved a car parking space but who use the car park will be identified and requested to move their vehicle immediately with the risk of their booking being cancelled if they do not remove their vehicle or a penalty fine
- 4.17 If a member of the public parks in the car park without permission, a notice will be placed on their car to remove their vehicle immediately with appropriate corrective measures to be undertaken based on the hotel management's discretion. This could take the form of the vehicle being towed at the expense of the vehicle owner or a clamp being installed by a private parking enforcement company.

5 MONITORING AND REPORTING

- 5.1 This CPMP is a 'live' document and will be updated on a frequent basis in line with on-going monitoring of the demand for car parking spaces at the hotels, health club and restaurants.
- 5.2 Periods of high demand for car parking will be reviewed on a regular basis so that future demand can be predicted for particular times of the year, most notably when local events are taking place when the hotels are at their peak demand, for example the annual Reading Festival which neighbours the site.
- 5.3 The hotel managers will provide frequent updates to their hotel's regional managers / head offices on the demand for parking and suggestions on how to maximise the use of sustainable travel modes amongst guests.
- 5.4 If there are changes to the availability of public car parks in Reading, this document and the information provided on the hotels' website will be updated with the most up-to-date information. This will be the responsibility of the hotel managers to ensure the information available to guests is up-to-date.

FIGURES



Key:

 Site Location

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

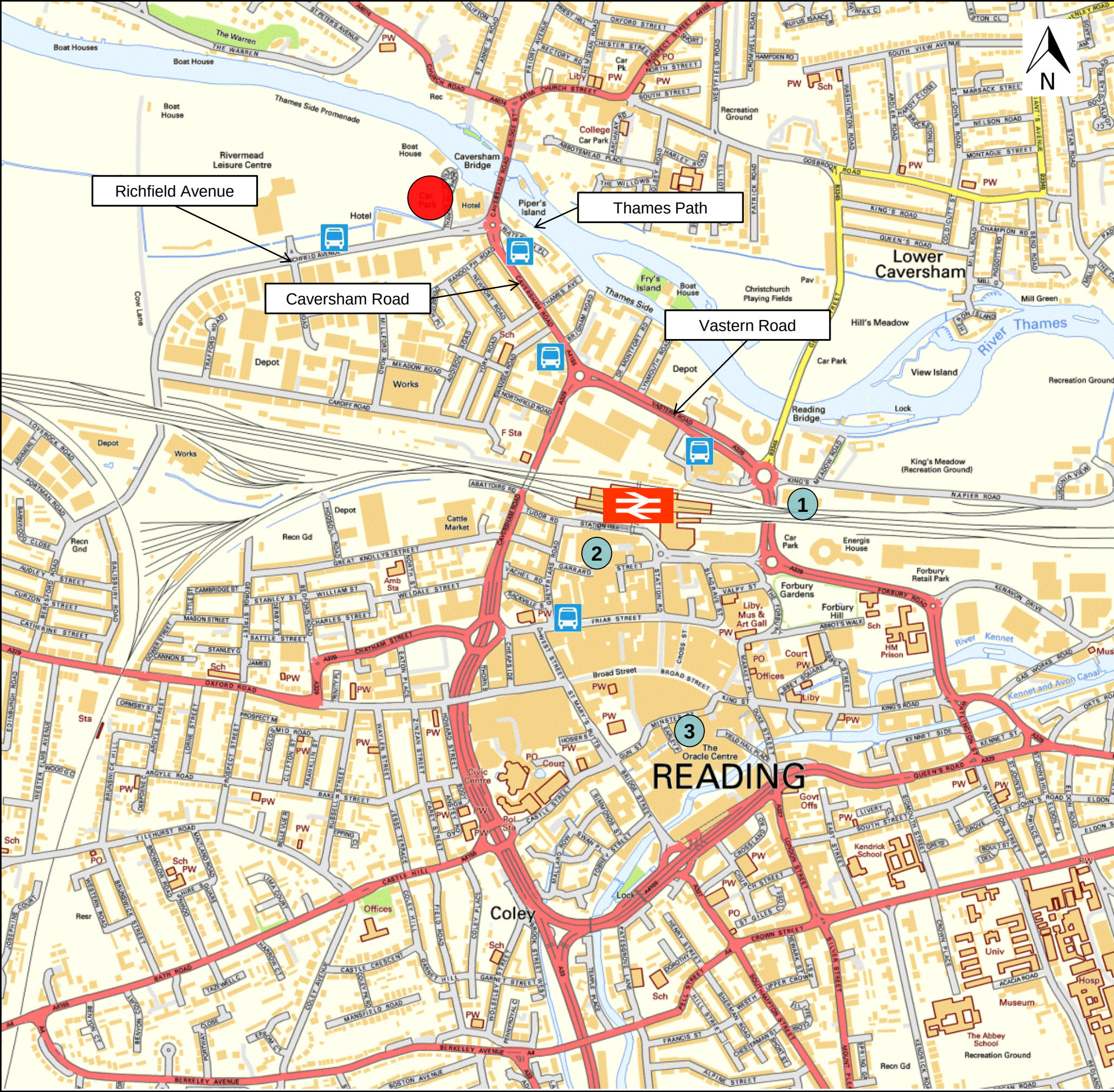
Strategic Site Location Plan

SCALES:		NTS		
DRAWN:	CHECKED:	DATE:	REVISION:	
BB	KH	27/06/19	•	



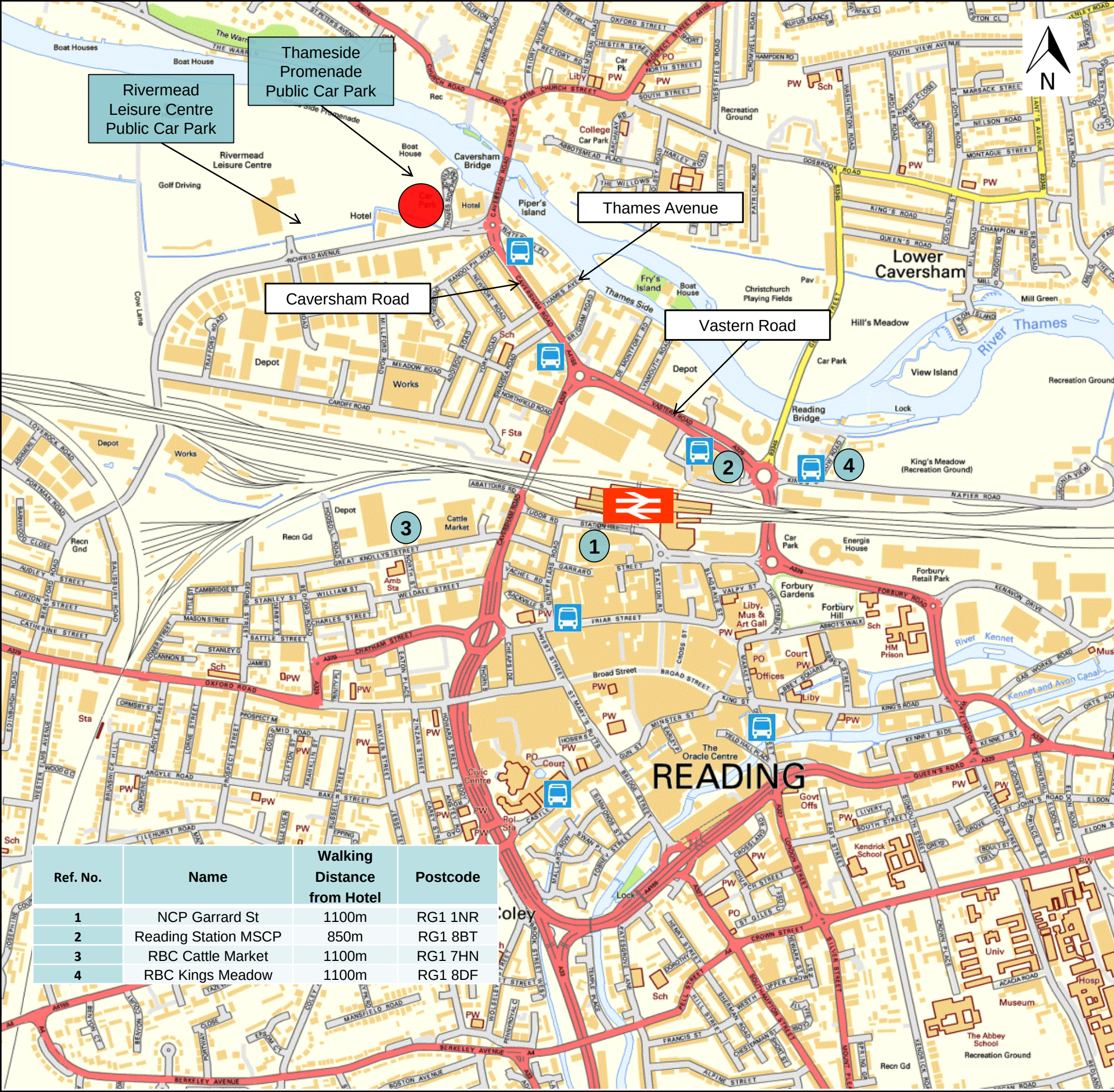
Network Building, 97 Tottenham Court Road, London W1T 4TP
Tel: 020 7580 7373 Email: london@vectors.co.uk www.vectors.co.uk

DRAWING REFERENCE: Figure 1



- Key:
-  Site Location
 -  Reading Rail Station
(1.1km Walking Distance)
 -  King's Meadow Car Park
(1.1km Walking Distance)
 -  Garrard Street Car Park
(1.1km Walking Distance)
 -  Oracle Shopping Centre
(1.6km Walking Distance)

Redefine BDL			
Proposed Hotel, Richfield Avenue, Reading			
Local Site Location Plan			
SCALES:		NTS	
DRAWN: BB	CHECKED: SE	DATE: 27/06/19	REVISION: .
 Network Building, 97 Tottenham Court Road, London W1T 4TP Tel: 020 7580 7373 Email: london@vectos.co.uk www.vectos.co.uk			
DRAWING REFERENCE:		Figure 2	



Key:

 Site Location

 Reading Rail Station
(1.1km Walking Distance)

 Bus Stop

Note: This is not an exhaustive list of Public Car Parks in Reading

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

Public Car Parks in Reading
Plan

Ref. No.	Name	Walking Distance from Hotel	Postcode
1	NCP Garrard St	1100m	RG1 1NR
2	Reading Station MSCP	850m	RG1 8BT
3	RBC Cattle Market	1100m	RG1 7HN
4	RBC Kings Meadow	1100m	RG1 8DF

SCALES:		NTS		
DRAWN:	CHECKED:	DATE:	REVISION:	
BB	SE	27/06/19	.	



Network Building, 97 Tottenham Court Road, London W1T 4TP
Tel: 020 7580 7373 Email: london@vectos.co.uk www.vectos.co.uk

PRIVATE CAR PARK

**FOR THE USE OF HOTEL GUESTS
WITH A RESERVED CAR PARKING SPACE ONLY
AND USERS OF THE HEALTH CLUB AND RESTAURANT AT
CROWNE PLAZA HOTEL**

**THIS CAR PARK IS MONITORED FREQUENTLY
AND ENFORCEMENT WILL BE AT THE
DISCRETION OF HOTEL MANAGEMENT**

Key:

Note: This is an indicative layout for signage to be displayed within the car park.

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

Example Car Parking
Management Signage

SCALES: NTS

DRAWN: BB	CHECKED: SE	DATE: 27/06/19	REVISION: •
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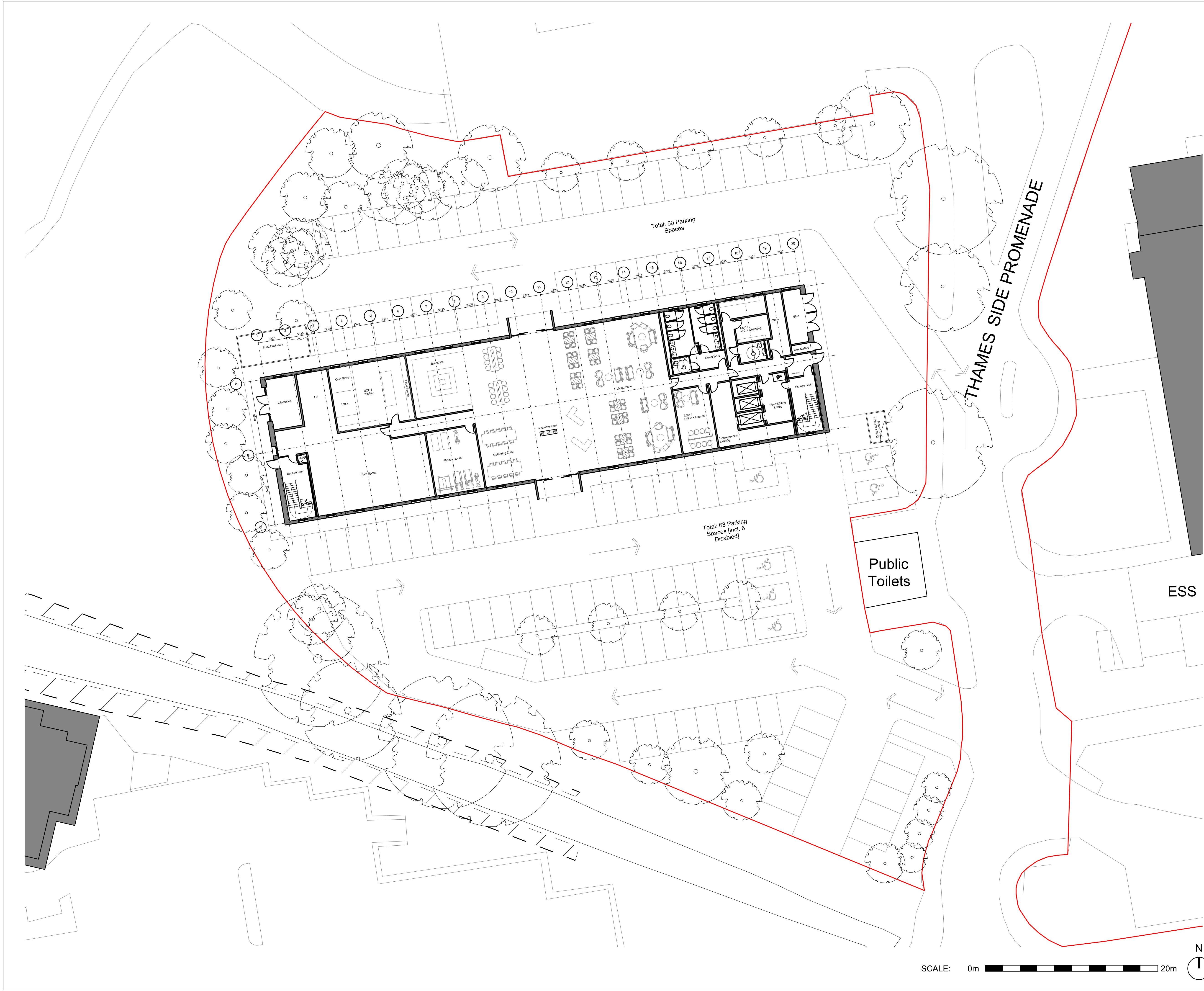
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Tel: 020 7580 7373 Email: london@vectos.co.uk www.vectos.co.uk

DRAWING REFERENCE: Figure 4

APPENDIX A



APPENDIX B



Key Plan				A1
CDM				
Notes				
Revision				
-	13.06.17	First Issue		
A	27.04.18	Draft Planning Issue		
B	04.05.18	North entrance amended.		
C	16.05.18	Planning Issue		
D	08.06.18	Building position amended to avoid tree RPA's.		
		Planning Issue		
E	12.06.19	Amended layout to reflect changes to planning		
F	27.06.19	Amended layout to reflect changes to planning		
CLIENT				
Redefine Hotels Reading Ltd.				
PROJECT TITLE				
Redefine Hotel, Reading				
Site Plan				
Planning				
DRAWING NO.				REV.
0566_X_GA(XX)02_XX				F
SCALE@A1	DATE	ORIGINATOR	CHECKED	
1:200	2019	JAH	SR	
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